



CONSULATE GENERAL OF THE UNITED STATES

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Library Info Alert April 2007

Library Info Alert focuses on recent developments in the field of library science and information management in the United States. It contains summaries of articles from leading library-related periodicals and recommended Internet sites. The *Library Info Alert* is published by the Information Resource Centers in Germany.

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(click on underlined headings)

Featured Internet Sites

International Reading Association: Web Resources

<http://www.reading.org/resources/index.html>

Working together with a wide range of partners, the International Reading Organization has created this fine website that brings together hundreds of resources related to reading in all its forms and varieties. The materials and links presented here are divided into four primary sections, including "Teaching Tools", "Issues in Literacy", and "Literacy Community".

Tagging Play

Pew Internet and American Life Project, January 31, 2007

<http://pewresearch.org/pubs/402/tagging-play>

Forget Dewey and his decimals, internet users are revolutionizing the way we classify information - and make sense of it. Just as the internet allows users to create and share their own media, it is also enabling them to organize digital material their own way, rather than relying on pre-existing formats for classifying information. A December 2006 survey by the Pew Internet & American Life Project found that 28% of internet users -- and 7% on any typical day -- have tagged or categorized online content such as photos, news stories or blog posts.

Chronicling America: Historic American Newspapers

<http://www.loc.gov/chroniclingamerica/>

Visitors to this website may "search and read newspaper pages from 1900-1910 and find information about American newspapers published between 1690-present." The Newspaper Directory allows users to "search or browse the directory of newspapers published in a particular place and time." This site is sponsored jointly by the National Endowment for the Humanities and the Library of Congress as part of the National Digital Newspaper Program (NDNP).

New York Public Library: Audio and Video Archive [Quick Time]

<http://www.nypl.org/events/audiovideo.html>

Lectures on the history of the New York subway and a master class with chanteuse Barbara Cook come together on this lovely website created by the New York Public Library, along with dozens of other webcasts. The site was created to allow the web-

browsing public access to some of the very enticing talks, lectures, presentations, and performances that happen as a result of the New York Public Library's efforts.

Article Alert

1. Career Issues, Part 1

By Bonnie A. Osif

(*Library Administration & Management*, Spring 2007, Vol.21, Issue 2, pg. 95)

Each one has a career journey that begins with the first professional employment and continues along a path that can be a superhighway to a marvelous destination or a series of detours, missed turns, dead ends, and more. While a great deal of attention is paid to the beginning of a career and many may look forward to the end of a career and the beginning of retirement, those middle years are very important and can be wrought with pitfalls and disappointments as well as opportunities and joys. In part of 1 of Career Issues, Osif looks at career changes, opportunities, and reinventions. Bonnie A. Osif is Assistant Engineering Librarian at Pennsylvania State University in University Park.

2. Case Study: Rolling Out a Robust Library Experience Online

By Marji McClure

(*Information Today*, April 2007, Vol.24, Issue 4, pg. 1)

As information seekers continually rely on the Web to satisfy their needs, officials at the Cuyahoga County Public Library (CCPL) felt that it was completely possible to meet them there. Through a recent redesign of the library's Web site (www.cuyahogalibrary.org), CCPL is attracting a growing number of users who are drawn to the features and functionality they have become accustomed to seeing on other sites. The site helps keep patrons continually engaged by enabling them to sign up to receive email messages containing news related to particular subjects and/or branches of interest. The new site also offers a feature the library refers to as the "find engine." CCPL selected Optiem, a Cleveland-based interactive marketing agency, to redesign the site at the end of 2005. Marji McClure is a freelance writer based in Connecticut.

3. Case Study: Where Is the Diversity? Focus Groups on How Students View the Face of Librarianship

By Mary J. Stanley

(*Library Administration & Management*, Spring 2007, Vol.21, Issue 2, pg. 83)

The need for diversity in librarianship has been reported variously within the profession. The potential effects of efforts to diversify have not met most objectives. Here, Stanley explores what minority college students know about opportunities in the profession of librarianship and what factors motivate them to consider library science as a career. Mary J. Stanley is Associate Dean, Indiana University-Purdue University Indianapolis (IUPUI) University Library.

4. Creating a Librarian's Info-Portal with Netvibes and RSS

By Rachel Singer Gordon and Michael Stephens

(*Computers in Libraries*, April 2007, Vol.27, Issue 4, pg. 44)

What Web page comes up when your staff members open their Web browsers on the service desk or at their own desks? Is it the library's Web site? That's a good choice, especially if you have constantly updating news on the front page of your library blog. Perhaps you have your catalog, a search engine, or a commercial news site? All are OK choices-but why not build your own info-portal for your staff with the best of all of

these worlds? Michael Stephens is an instructor in the Graduate School of Library and Information Science at Dominican University in River Forest, Ill. He writes the blog *Tame the Web: Libraries & Technology* at www.tametheweb.com. Rachel Singer Gordon alternates writing this department with Michael Stephens.

5. A Dozen Primers on Important Information Standards

By Kathy Dempse

(*Computers in Libraries*, April 2007, Vol.27, Issue 4, pg. 11)

The author tries to promote the fact that *Computers in Libraries* magazine is "all technology, all the time." And this issue may be the best example of that, because it delves into the real nitty-gritty of information technology, getting down into the protocols, standards, and codes that so many library services are built on.

6. The Five-Year Itch: Are Libraries Losing Their Most Valuable Resources?

By Susanne Markgren, Thad Dickinson, Anne Leonard and Kim Vassiliadis

(*Library Administration & Management*, Spring 2007, Vol.21, Issue 2, pg. 70)

The new generation of librarians, the Generation X'ers, are switching jobs at an increasing rate. The Generation X'ers are highly motivated people who crave change and constant learning, but are often impatient and not as loyal to a job as previous generations. Here, the authors look at these new generation librarians who suffer from a five-year itch, a trend defined as when a librarian purposefully switches jobs or roles at least once within his or her first five years as a professional. Susanne Markgren is the Systems/Electronic Resources Librarian, Purchase College, SUNY, Purchase, New York; Thad Dickinson is the Off-Campus Librarian at Central Michigan University, Mount Pleasant, Michigan; Anne Leonard is an Instruction/Reference Librarian at New York City College of Technology, Brooklyn; and Kim Vassiliadis is an Instructional Design and Technology Librarian at the University of North Carolina at Chapel Hill.

7. The Future of Planning

By John Bednarz Jr.

(*Library Administration & Management*, Spring 2007, Vol.21, Issue 2, pg. 65)

At one time, libraries may have been involved in planning as part of more encompassing endeavors, but they have come to recognize that they can move into the future in an assertive manner only if they undertake programmatic efforts to respond to the exigencies of a rapidly and independently changing environment. This change has been accompanied within the profession by the transition from a traditional to a strategic model of library planning, which implies the acceptance and use of a general systems model. The author explores the libraries' need for systematic planning with built-in flexibility. John Bednarz Jr. is an MLS graduate of Rutgers School of Communication, Information, and Library Studies.

8. The Heretical Library Manager for the Future

By Steve O'Connor

(*Information Outlook*, March 2007, Vol.11, Issue 3, pg. 11)

The appointment in June this year of the new State Librarian and chief executive officer of the State Library of New South Wales is worthy of mention. (The appointee) brings to the position of State Librarian and Chief Executive outstanding experience and skills in the areas of leadership and management in large international organizations. Prior to this, she held senior executive roles at Kodak and Telstra, including postings in

both the U.S. and Asia. Steve O'Connor is the chief executive officer of CAVAL Collaborative Solutions in Bundoora, Victoria, Australia.

9. How We Teach (or Should Teach) Online Searching

By Susan S. DiMattia

(*Online*, March/April 2007, Vol. 31 Issue 2, pg. 34)

The article discusses the importance of teaching Dialog. Carol Tenopir, who collaborates with the faculty at the University of Tennessee who are teaching online searching, advocates teaching DialogClassic not to learn a specific system, but because it is still the best to see the de facto standards that guide all systems. According to her, it strips away all the layers of interface that hide what is going on under the hood. Today, at the University of Tennessee, beginning online searching is part of the required Information Access and Retrieval course that all students take in their first semester of the program.

10. The Long Tail: Implications for Marketing Library Services

By Deborah Lee

(*Library Administration & Management*, Spring 2007, Vol.21, Issue 2, pg. 93)

The author discusses the Long Tail, Chris Anderson's innovative description of the new market model for the Internet age. The Long Tail concept represents a challenge to libraries trying to develop successful marketing strategies. Deborah Lee is Associate Professor/Coordinator, Library Instructional Services, Corporate and Statistical Data Center, Mississippi State University Libraries.

11. Mattering in the Blogosphere

(*American Libraries*, March 2007, Vol. 38 Issue 3, pg. 40)

The article presents an interview with several librarian bloggers in the U.S. about their interest in blogging. Jessamyn West explains the impact of a blog on the biblioblogosphere. Blake Carver discusses the interest of readers in blogs posted by librarian bloggers. Nicole Engard and Joshua M. Neff tell the lessons that can be learned by libraries from their experiences as an individual blogger.

12. Search Fatigue

By Jeffrey Beall

(*American Libraries*, March 2007, Vol. 38 Issue 3, pg. 46)

This article looks at search fatigue experienced by database searchers. Search fatigue is a feeling of frustration and dissatisfaction experienced by searchers trying unsuccessfully to find desired information in a database. It results when searchers cannot find what they are looking for and when they repeatedly get results that do not match their information needs. The chief cause of search fatigue is a reliance on keyword searching. A major weakness of keyword searching is its inability to deal well with homonyms.

13. Searching by and for the Book

By Marydee Ojala

(*Online*, March/April 2007, Vol. 31 Issue 2, pg. 49)

The article presents information on Web book searches. Before there were online and the Internet, libraries connoted books to most people. Yet books are one of the more overlooked research resources in an electronic-information environment. Books are increasingly being digitized, and a plethora of information on electronic books exists.

One alternative in book searching is Amazon. Amazon's Search Inside the Book feature provides researchers with search opportunities, even if they do not buy a book. Amazon's Look Inside the Book feature lets users peruse the table of contents and the index. Relevant information exists not only in journal and news formats, but also in books, which are coming into their own as research resources in the electronic-information environment.

14. Social Networking, New User Tools, and More

By Paula J. Hane

(*Information Today*, April 2007, Vol.24, Issue 4, pg. 7)

Technorati announced the launch of a new service today called WTF (Where is the Fire), which encourages users to write explanations about why a given search term is hot -- right now. Many compelling sites exist for users to communicate, participate, and leverage social networking, especially when they involve close, personal, or professional vertical communities of interest, and are likely to see many more emerge. A good example is the new release of Engineering Village. The social news arena is another area that can leverage user participation to a real advantage. MSN has created MSN Reporter, a social news site similar to digg and reddit. Amazon.com introduced Amapedia, a new community for sharing information about the products users like the most. MapBuilder.net provides a visual interface for the map-building process with geocoding and import features. Paula J. Hane is *Information Today*, Inc.'s news bureau chief and editor of NewsBreaks.

15. Something New: Electronic Resources & Libraries

By Donald T. Hawkins

(*Information Today*, April 2007, Vol.24, Issue 4, pg. 25)

Starting a new conference might not be as difficult as you think. Bonnie Tijerina, electronic resource coordinator for the collection development department at the Georgia Institute of Technology library, felt that eresources librarians were overwhelmed and frustrated, the work they did was misunderstood, and the funding and support needed to properly manage the ever-increasing complexities of eresources was not available. With the support of her management, she became conference coordinator of the first Electronic Resources & Libraries (ER&L) conference in March 2006 at Georgia Tech. This successful launch drew about 200 attendees. Building on the success of the first ER&L conference, the second was held February 22- February 23 at Atlanta's Georgia Institute of Technology. One of the goals of the Georgia Tech Library's digital initiatives department is to capture the intellectual output of events on the campus, so library staff members recorded the conference sessions to preserve them in its SMARTech digital repository. Donald T. Hawkins is information technology and database consultant at *Information Today*, Inc.

16. SUSHI: What It Is and Why You Should Care

By Oliver Pesch

(*Computers in Libraries*, April 2007, Vol.27, Issue 4, pg. 6)

In summer 2005, a small group consisting of two librarians (Tim Jewell and Adam Chandler), an ILS vendor (Ted Fons), and a representative from NISO, the National Information Standards Organization (yours truly) had an informal meeting in the lobby of the Hyatt McCormick hotel in Chicago. The occasion was ALA's annual conference, and the purpose of the get-together was to continue a conversation that Adam and Ted had started the previous fall about seeking a better way to collect usage statistics. At

the time, none of us would have predicted that out of this casual meeting would come not only a new NISO standard (Z39.93), completed in record time, but also a new term for our industry. Oliver Pesch is on the NISO board of directors and was co-chair of the working group that developed SUSHI.

17. Us Versus Them

By Shirley Duglin Kennedy

(*Information Today*, April 2007, Vol.24, Issue 4, pg. 15)

Comment spammers take advantage of the open comment forums on blogs to try to raise their Google rankings by posting links to sites that sell the same sorts of goods and services being flogged in email spam (e.g., porn, pills, poker, pirated software) or are "link farms". The blogosphere has developed methods to defend itself against comment spammers. Requiring would-be commenters to register eliminates some of it. Most of the popular blogging software platforms, including Blogger, WordPress, Movable Type, etc., have been incorporating features or offering plug-ins that help prevent this sort of unwarranted intrusion. According to University of Maryland-Baltimore County professor Tim Finan, the blogosphere is growing fast but the splogosphere is growing faster. Shirley Duglin Kennedy is the part-time reference librarian at MacDill Air Force Base in Tampa, Fla. She is editor of *DocuTicker.com* and *ResourceShelf.com*.

18. Wake Up to Web Page Change Alerts.

By Greg R. Notess

(*Online*, March/April 2007, Vol. 31 Issue 2, pg. 46)

The article presents information on several Web page change alert services. Many styles and options of change-detection tracking are available. Free and fee services offer a range of choices. Some are online, available via registration at a Web site, while others are downloadable software programs that run from the desktop. Tracking options include portions of a page, looking for specific words, and the exclusion of images, links, and numbers. Each alert service offers some different options for frequency, time, and type of notification. Two commercial alert services both offer free tracking for up to five pages: TrackEngine and ChangeDetect. Follow That Page is free for tracking up to 100 Web pages. Greg R. Notess is Reference librarian, Montana State University.

19. What's the Big Deal?

By Andrew K. Pace

(*American Libraries*, March 2007, Vol. 38 Issue 3, pg. 30)

In this article, the author explores some issues concerning the financial aspect of the operation of libraries in the U.S. The author observes that libraries have their own financial concerns, including serial- price inflation and the rising costs of technology amortization. He asserts that many libraries face tough financial times and even tougher financial decisions due to these trends. In addition, the author cites some innovations that have been introduced to address the challenge. Andrew K. Pace is Head of information technology, North Carolina State University Libraries, Raleigh.

Announcements

Webchats:

Doing Business in the United States

24 Apr: 11:00-12:00

http://frankfurt.usconsulate.gov/frankfurt/business_service.html

Studying and Working in the United States

14 May: 15:00-16:00

Questions relating to studying, working or seeking internships in the U.S. will be answered by experts from the Public Affairs/Information Resource Center and Consular sections. Further information and registration:

<http://www.usembassy.de/germany/chat.html>

For more Mission Germany webchats: <http://www.usembassy.de/germany/chat.html>

For more IIP webchats: <http://usinfo.state.gov/usinfo/Products/Webchats.html>

Events:

3 - 29. April 2007.

Ausstellung: Bound for Glory. America in Color (1939-43)

Fotografie Forum international, Leinwandhaus, Weckmarkt 17, 60311 Frankfurt

Öffnungszeiten: Di-Fr 11-18:00 / Mi 11-20:00 / Sa&So 11-17:00 / Montags geschlossen

26. bis 28. April 2007. 20:00

Main Poesia - Fremde Nächte

Literaturhaus Frankfurt, Schöne Aussicht 2, Frankfurt am Main

Eintritt: EUR 6/3,50

Zu den Lyriktagen werden jedes Jahr Dichter aus einem anderen Sprachraum eingeladen.

Für 2007 kooperiert das amerikanische Generalkonsulat mit dem Literaturhaus

Frankfurt und so bieten wir in diesem Jahr einen Überblick über die aktuelle

englischsprachige Lyrik. Eingeladen sind dafür Anne Carson und Lavinia Greenlaw. Die

Widmungsgedichte zu Emily Dickinson werden in der Zeitschrift „Neue Rundschau“ (S.

Fischer Verlag) erscheinen. Das US Generalkonsulat fördert drei Veranstaltungen.

Programm: http://www.literaturhaus-frankfurt.de/01_programm/main_aktuell.html

27. April 2007. 9:30 -17:00

Nach der Schule in die USA: Studium, Arbeit, Freiwilligendienste

Vortrag von Dr. Renate Vollmer, Education USA, Amerikanisches Generalkonsulat,

Frankfurt auf der binea-Bildungsmesse, Listhalle Reutlingen

Interesse an einem USA-Aufenthalt nach der Schule? Ob Studium, Au-Pair,

Freiwilligenarbeit oder Praktikum, hier erhältst Du interessante Tipps und alle nötigen

Informationen. Unsere Expertin wird anschließend bis 17 Uhr am Stand des d.a.i.

Tübingen zur Verfügung stehen und alle weiteren Fragen auch persönlich beantworten.

Die Stadt Reutlingen, die IHK Reutlingen - Tübingen - Zollernalb, die Handwerkskammer

Reutlingen, die Kreishandwerkerschaft und die Volkshochschule Reutlingen sowie die

ARGE Fit für Fortbildung, eine Arbeitsgemeinschaft, in der das d.a.i. Mitglied ist,

fördern die binea und unterstützen die gezielte Förderung der Aus- und Weiterbildung

in der Region. Binea: <http://www.binea.net/>

4. Mai 2007, 18:00 Uhr

Podiumsdiskussion: Amerikanischer Traum oder Modell Europa? – Zustand und Zukunft der transatlantischen Beziehungen nach dem EU-USA-Gipfel

Rathaus, Stadtverordnetensaal, Obere Königsstraße 8, 34112 Kassel

Anlässlich der deutschen EU-Ratspräsidentschaft und des EU-USA-Gipfels am 30. April in Washington lädt die Stadt Kassel zu einem Forum über die transatlantischen Beziehungen ein. Hochrangige Experten aus Brüssel, Deutschland und USA, aus Politik und Wissenschaft, analysieren und diskutieren die geistigen Grundlagen, aktuelle politische Konflikte sowie wirtschaftliche Aspekte und Sicherheitsfragen der Beziehungen zwischen Europäischer Union und Vereinigten Staaten. Weitere Informationen: <http://frankfurt.usconsulate.de/frankfurt-ger/img/assets/5816/EinladungstextKassel.pdf>

10. Mai 2007. 15:00-16:30

Beratung: Schule, Job, Praktikum oder Studium in den USA?

Stadtbücherei Mannheim, Stadthaus

Interesse an einem Schuljahr in den USA? An Praktika, Jobben oder Reisen? sie brauchen Informationen wie man einen USA-Aufenthalt organisieren kann oder wo man Informationen findet? EducationUSA Frankfurt (US Generalkonsulat) informiert und berät individuell an jedem zweiten Freitag im Monat in der Stadtbücherei Frankfurt.

11. Mai 2007. 16:00-17:00

Beratung: Schule, Job, Praktikum oder Studium in den USA?

Stadtbücherei Frankfurt, Zentralbibliothek, Zeil 17-21

Interesse an einem Schuljahr in den USA? An Praktika, Jobben oder Reisen? sie brauchen Informationen wie man einen USA-Aufenthalt organisieren kann oder wo man Informationen findet? EducationUSA Frankfurt (US Generalkonsulat) informiert und berät individuell an jedem zweiten Freitag im Monat in der Stadtbücherei Frankfurt.

For more upcoming events, please check:

http://frankfurt.usconsulate.gov/frankfurt/upcoming_events.html

NOTE: Library Info Alert is available to subscribers only. You may contact us through e-mail to order the requested material. Full text of articles will be sent to you as soon as possible.

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